## ORDER

Orders Order / Rev: Alt Order #: 06815979 Product Desc: JOE HECK 4 CONGRESS Estimate: 2214 Flight Dates: 10/29/12 - 11/04/12 Primary AE: **Amy McCreary** Original Date / Rev: BLPHI 05/24/12 / 07/17/12 Sales Office: Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Placement, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15% Heck, Joe for Congress Advertiser Name: Demographic: A35+ New Business Thru:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	88	\$73,400,00	\$62,390,00

PLC02

## Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	88	\$73,400.00	\$62,390.00	0.00
Totals	88	\$73,400,00	\$62,390,00	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	37%	\$73,400.00
Market	100%	\$198.378.38

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$53,562.16
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,675.68
מטדא	0%	\$0.00
KVVU	16%	\$31,740.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

_	Ln (	Ch	Start	End	Inventory Cod	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E	1 K	SNV	10/29/12	11/02/12	M-F 5-6a Wake		5-6a	MTWTF	:30	5	\$400.001	0.00 NM	5	\$2,000.00
	N.II	EWS			M-F 5-6a Wake	eUp w/Wagners								
	INI													
				End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
_	Wee	k: 10/2	9/12	11/04/12	MTWTF	5	\$400.00	0.00						

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KSNV

Order / Rev:

102138

Advertiser:

Heck, Joe for Congress

Alt Order#:
Flight Dates:

06815979

10/29/12 - 11/04/12

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

2214

Ln Ch	Start	End	Inventory Code		Start/End T		Len S	oots		Rtg Type	Spots	Amount
E 1 KSNV	10/29/1	12 11/02/12	M-F 5-6a WakeU M-F 5-6a WakeU		5 <b>-6a</b>	MTWTF∽∽	:30	5	\$400.001	0.00 <b>NM</b>	5	\$2,000.0
NEWS			W-1 0-00 Wange	p writingilors								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	MTWTF M-F 6-7a WakeU	5		0.00		- 10	A70# A04	0.00.101		<b>A</b> =
E 2 KONV	10/29/	12 11/02/12	M-F 6-7a Wakeu	-	6-7a	MTWTF	:30	10	\$725.001	0.00 <b>NM</b>	10	\$7,250.0
NEWS				J								
Page 1	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	MTWTF Today Show	10 CM	\$725.00 658a-9am	0.00 MTWTF	:30	10	\$900.001	0.00 <b>N</b> M	10	<b>¢o 000 c</b>
L J KONV	10/23/	12 11/02/12	Today Show	CIVI	0504-54111	MI MI I	.30	10	φ <del>9</del> 00.00 (	U.UU INIVI	10	\$9,000.0
TODAY			•									
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
			M-F Today Show	II 3rd HRM	\$900.00 9-10a	0.00 MTWTF	:30	5	\$425.001	0.00 <b>N</b> M	5	\$2,125.0
L 4 NOIW	10/25/	12 11/02/12	M-F Today Show		5-10a	MI WI F	.50	3	ψ420.00 I	U.UU INIVI	3	φ <b>2, 12</b> 0.0
TODAY												
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate	Rating						
			M-F Today Show		\$425.00 10am-11am	0.00 MTWTF	:30	5	\$325,001	0.00 <b>NM</b>	5	\$1,625.0
	10,20,	, L THOLFTL	Today 4th Hour	III TEI IONN	TOUTH-TTUIN	1711 88 1 3	.50	0	Ψ020,001	O.OO INIVI	3	Ψ1,025.0
TODAY				_								
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$325.00	Rating 0.00						
			Noon News	CM	12-1230pm	MTWTF	:30	5	\$425.001	0.00 <b>NM</b>	5	\$2,125.0
_ 0 ((0))			Noon News	5111	iz izoopiii	1711001	.00	0	ψ-120.00 1	0.00 14101	3	ΨΖ, 120.
NEWS					_							
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$425.00	Rating 0.00						
		12 11/02/12		CM	3-4p	MTWTF	:30	2	\$450,001	0.00 <b>NM</b>	2	\$900.0
			Dr Phil		- "			_	7 100100 1	0100 1111	_	4555.
PHIL	! D-!-	F. J. D(-	30/	0	D-1-	D-0-						
<u>اد .</u> Week: 10	art Date /29/12	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
			M-F Early News	CM	5-630p	MTWTF	:30	15	\$1,200.001	0.00 NM	15	\$18,000.0
			M-F Early News						. , -			* 1
NEWS		End Date	Maskdaya	Constation of	Dete	Datin n						
<u>ى د</u> Week: 10	art <u>Date</u> /29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 15	<u>Rate</u> \$1,200.00	Rating 0.00						
			M-F Jeopardy	СМ	630-7pm	MTWTF	:30	5	\$1,300.001	0.00 NM	5	\$6,500.0
le b			_M-E_Jeopardy				-			<del></del>		
JEP Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	MTWTF		\$1,300.00	0.00						
E10 KSNV	10/29/	12 11/02/12	M-F Wheel	СМ	7-730pm	MTWTF	:30	5	\$1,300.001	0.00 NM	5	\$6,500.0
WHEE			M-F Wheel of Fo	rtune								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	MTWTF		\$1,300.00	0.00						
E11 KSNV	10/29/	12 11/02/12	Face to Face w/ I		730-758pm	MTWTF	:30	5	\$900.001	0.00 NM	5	\$4,500.0
FACE			Face to Face w/	J.Ralston								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	MTWTF	5		0.00						
E 12 KSNV	10/29/	12 11/02/12	M-F News 3 at El		11pm-1135p	m MTWTF	:30	5	\$1,200.001	0.00 NM	5	\$6,000.0
NEWS			M-F News 3 at E	leven								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	MTWTF		\$1,200.00	0.00						
E 13 KSNV	10/29/	12 11/02/12		CM	1135p-1237a	a MTWTF	:30	5	\$500,001	0.00 NM	5	\$2,500.0

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JOE HECK 4 CONGRESS

**KSNV** 

Flight Dates:

10/29/12 - 11/04/12

Estimate:

2214

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			The Tonight Show	٧								
LENO			Tonight Show									
Start [	Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10/29		11/04/12	MTWTF	5	\$500.00	0.00						
E 14 KSNV 1	1/03/1	2 11/04/12	Sa-Su News 3 at	ElevenCM	11pm-1135p	mSS	:30	2 :	\$1,100.001	0.00 NM	2	\$2,200.00
-			Sa-Su News 3 at	Eleven						•		-
NEWS										1		
Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29		11/04/12	SS		\$1,100.00	0.00						
E15 KSNV 1	1/03/1	2 11/03/12	News 3 Sunrise -		6a-7a	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
NI=1A/C			News 3 Sunrise 9	SATURDAY								
NEWS	D	Fad Data	Manhalasa	Constanting	Dete	Datin						
<u>Start I</u> Week: 10/29		End Date 11/04/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00						
E 16 KSNV 1				CM	7a-9am	S-	:30	- 4	\$625,001	0.00 NM	4	#C05.00
E 10 NONV I	110311	2 11/03/12	Saturday Today Saturday Today	CIVI	ra- <del>y</del> am	5-	:30	1	\$625.001	U.UU INIVI	1	\$625.00
SAT TODA	AY		Catulday Today									
Start I		End Date	Weekdays	Spots/Week	Rate	Rating				<u> </u>		
Week: 10/29		11/04/12	S-	1	\$625.00	0.00						
E 17 KSNV 1	1/04/1	2 11/04/12	Sunday Today	CM	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
			Sunday Today						*		•	4100.00
SUN TOD	ΑY		•									
Start I	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/29	/12	11/04/12	S	1	\$500.00	0.00						
E 19 KSNV 1	1/03/1	2 11/03/12	Sa-Su Early New	s CM	5pm-630pm	S-	:30	1	\$675.001	0.00 NM	1	\$675.00
			Sa-Su Early New	'S	•							
NEWS												
Start I		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29	<i>I</i> /12	11/04/12	S-	1	\$675.00	0.00						
					<u> </u>		<del></del>			Totals	88	\$73,400.00